ABSTRACT OF THE DISCLOSURE

A destination calling control system comprising a database 5, an image data storage unit 4, a display unit 2 on which image data stored in the image data storage unit 4 is displayed, area specification means for allowing the user to specify a desired area within an image displayed on the display unit 2, an input unit 3 through which the user enters destination data, a data registration unit 12 which calculates the coordinates of a destination image area specified by the above-described area specification means as a destination image area, associates the coordinates with destination data entered from the display unit 2, and registers the correspondence data with the database 5, and a destination data search unit 13 which calculates the coordinates of an area specified by the area specification means as the destination and, based on the calculated coordinates, searches the database 5 for destination data.